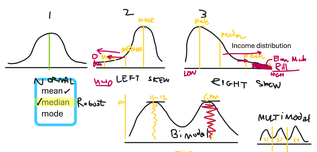
Central Tendency

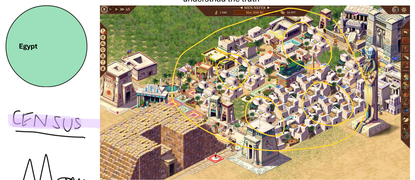
Why statistics?
Sampling
Pop vs. Sample
Descriptive stats
Normal distribution +
Empirical rule
NORM(mean, sd)

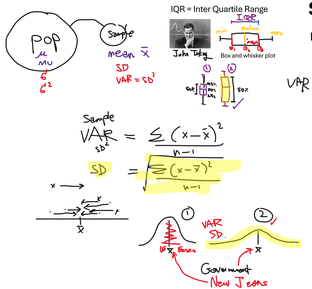


Essential Statistics for Data Analyst

Stats = collect data, analyze data to make better decision.

We want to know/ understnad the truth

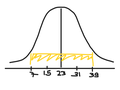




Spread

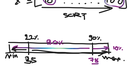
Range = Max - Min

VAR | SD



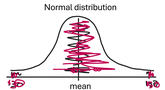
Position

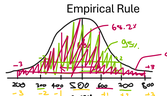
min
max
percentile
quartile

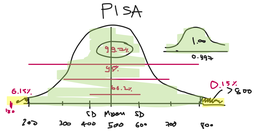


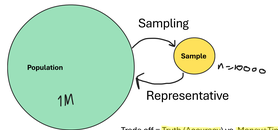
Descriptive Statistics
v. describe

1. Measures of Central Tendency mean, median, mode
2. Measures of Spread sd, variance, IQR, range
3. Measures of Position min, max, percentile
4. Measures of Relationship => Correlation correlation (r)

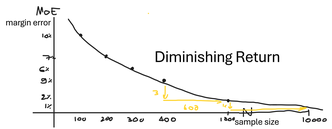
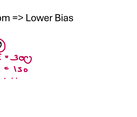








Trade off = Truth (Accuracy) vs. Money+Time



Sampling
- probability sampling
  - Simple Random Sampling
  - Systematic Random Sampling
  - Stratified Random Sampling
  - Cluster Sampling
- non-probability sampling
  - CONVENIENCE
  - Social media influences to online purchase intention among Bangkok users